

What is claimed is:

1. A tampon comprising a longitudinal centerline and a cross-sectional area defined, orthogonal to said centerline and a mass of absorbent material formed into a self-sustaining shape, said self-sustaining tampon comprising:
 - a.) an insertion end region comprising an insertion end fiber density;
 - b.) a withdrawal end region opposite said insertion end region, wherein said withdrawal end region comprises a withdrawal end region fiber density; and
 - c.) a center region intermediate said insertion end region and said withdrawal end region, wherein said center region comprises a center region fiber density;wherein said self-sustaining shape has an outer surface which is substantially serpentine; and wherein said insertion end region fiber density is greater than said center region fiber density.
2. The tampon according to Claim 1 wherein said insertion end region is tapered and said withdrawal end region is flared.
3. The tampon according to Claim 1 wherein said insertion end region is flared and said withdrawal end region is tapered.
4. The tampon according to Claim 1 wherein said insertion end region is tapered and said withdrawal end region is tapered.
5. The tampon according to Claim 1 wherein said insertion end region is tapered and flared and said withdrawal end region is tapered and flared.
6. The tampon according to Claim 1 wherein said withdrawal end is asymmetric about said longitudinal centerline of said tampon.
7. The tampon according to Claim 1 wherein said insertion end fiber density and said withdrawal region fiber density are about equal.
8. The tampon according to Claim 1 wherein said insertion end has a maximum perimeter region in said insertion end region and a maximum perimeter region average fiber density, and wherein said center region has a minimum perimeter region and a minimum perimeter region average fiber density; wherein said maximum perimeter region average fiber density is greater than said minimum perimeter region average fiber density.

9. The tampon according to Claim 8 wherein said maximum perimeter region average fiber density located in said insertion end region is from about 105% to about 150% of said minimum perimeter region average fiber density located in said center region.
10. The tampon according to Claim 8 wherein said maximum perimeter region average fiber density located in said insertion end region is from about 110% to about 130% of said minimum perimeter region average fiber density located in said center region.
11. The tampon according to Claim 8 wherein said maximum perimeter region comprises a cotton and rayon blend having a first average fiber density and said minimum perimeter region comprises a cotton and rayon blend having a second average fiber density which is less than said first average fiber density.
12. The tampon according to Claim 1 further comprising an applicator wherein said tampon is housed in said applicator.
13. The tampon according to Claim 1 further comprising an applicator wherein said applicator is at least partially translucent, allowing at least a portion of said tampon to be visible to a user prior to use.
14. The tampon according to Claim 1 further comprising an applicator wherein said tampon is housed in said applicator; wherein said applicator comprises an insertion end region comprising flexible material;
and wherein at least a portion of said flexible material conforms to at least a portion of said substantially serpentine outer surface of said tampon, enabling a user to observe at least a portion of said substantially serpentine outer surface of said tampon through said flexible material prior to expulsion of said tampon from said applicator.
15. The tampon according to Claim 1 further comprising a wrapper wherein said wrapper is tightly conforming.
16. The tampon according to Claim 1 further comprising texturing on said outer surface of said tampon.